



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 321440

<b>Schedule Dates</b>	10/29/12-11/06/12	<b>Date Entered</b>	07/10/12
<b>Advertiser</b>	Pol/P McCrory/R/Gov/NC (16611)	<b>Last Modified</b>	11/02/12
<b>Agency</b>	Smart Media Group (1343)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - State Candidate (1071)	<b>CO-OP</b>	No
<b>Brand</b>	C29N06 GOV (132638)	<b>Headline #</b>	06221201
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	HANLEN,LINDSAY	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	MCCRO/ORDR/C29N06	<b>Commission</b>	\$7,962.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$45,118.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Nov. 2012	59	\$53,080.00
<b>Grand Total:</b>	<b>59</b>	<b>\$53,080.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.2	Normal Line / Spot	11/02/12-11/02/12	5	:30	11P-11:35P (EST)						1			1	\$925.00	\$925.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/29/12
2.1	Normal Line / Spot	11/02/12-11/02/12	5	:30	12P-1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/29/12
4.2	Normal Line / Spot	11/02/12-11/02/12	4	:30	6P-6:30P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	6P NEWS	10/29/12
5.2	Normal Line / Spot	11/02/12-11/02/12	4	:30	7A-8A (EST)						1			1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/29/12
6.2	End Dated Line / Spot	10/29/12-10/29/12	6	:30	11P-11:35P (EST)		1							1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/29/12
7.1	Normal Line / Spot	11/05/12-11/05/12	5	:30	12P-1P (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/29/12
9.2	Normal Line / Spot	11/05/12-11/05/12	4	:30	6P-6:30P (EST)		1							1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	6P NEWS	10/29/12
10.2	End Dated Line / Spot	10/29/12-10/29/12	6	:30	7A-8A (EST)		1							1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	10/29/12
11.1	Normal Line / Spot	10/29/12-10/29/12	6	:30	8P-10P (EST)		1							1	\$4,800.00	\$4,800.00	Charlotte (WSOC)	DWTS	8/7/12
12.2	Normal Line / Spot	11/03/12-11/03/12	5	:30	7A-8A (EST)						1			1	\$325.00	\$325.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	10/29/12
13.2	Normal Line / Spot	11/03/12-11/03/12	4	:30	8A-9A (EST)						1			1	\$625.00	\$625.00	Charlotte (WSOC)	GMA SATURDAY	10/29/12
14.1	Normal Line / Spot	11/04/12-11/04/12	6	:30	11P-11:35P (EST)							1		1	\$850.00	\$850.00	Charlotte (WSOC)	SUN LATE NEWS	8/7/12
15.2	Normal Line / Spot	11/04/12-11/04/12	4	:30	6P-6:30P (EST)							1		1	\$1,350.00	\$1,350.00	Charlotte (WSOC)	6P NEWS SUNDAY	10/29/12
16.2	Normal Line / Spot	11/04/12-11/04/12	5	:30	7A-8A (EST)							1		1	\$300.00	\$300.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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## Contract # 321440

**Schedule Dates** 10/29/12-11/06/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (15611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** C29N06 GOV (132638)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN,LINDSAY  
**Phone/Fax** /

**Date Entered** 07/10/12  
**Last Modified** 11/02/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221201  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,962.00  
**Net Total** \$45,118.00  
**Sales Tax**

**Charlotte (WSOC)**  
By Broadcast Month  
Nov. 2012  
Grand Total :  
**Spots** 59  
**Rate** \$53,080.00  
\$53,080.00

**Billing Type** Standard  
**Account Types** National/Political  
**CPE** MCCRO/ORDR/C29N06  
**Comments** MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
17.1	Normal Line / Spot	11/01/12-11/01/12	5	:30	12P- 1P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	EW/ATNESS NEWS	10/29/12
22.2	Normal Line / Spot	10/30/12-10/30/12	4	:30	6P- 6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	6P NEWS	10/29/12
23.2	Normal Line / Spot	10/30/12-11/06/12	4	:30	7A- 8A (EST)			1						2	\$1,075.00	\$2,150.00	Charlotte (WSOC)	GMA	10/29/12
24.2	Normal Line / Spot	10/31/12-10/31/12	5	:30	11P- 11:35P (EST)				1					1	\$925.00	\$925.00	Charlotte (WSOC)	EW/ATNESS NEWS	10/29/12
26.2	Normal Line / Spot	10/31/12-10/31/12	4	:30	7A- 8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/29/12
40.1	Normal Line / Spot	10/30/12-11/06/12	5	:30	5:30A- 6A (EST)			1						2	\$425.00	\$850.00	Charlotte (WSOC)		10/29/12
42.1	Normal Line / Spot	11/02/12-11/02/12	5	:30	5:30A- 6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		10/29/12
43.1	End Dated Line / Spot	10/29/12-10/29/12	6	:30	5:30A- 6A (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)		10/29/12
44.1	Normal Line / Spot	11/01/12-11/01/12	5	:30	5:30A- 6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		10/29/12
45.1	Normal Line / Spot	11/02/12-11/02/12	4	:30	5:30P- 6P (EST)						1			1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		10/29/12
46.1	End Dated Line / Spot	10/29/12-10/29/12	6	:30	5:30P- 6P (EST)			1						1	\$750.00	\$750.00	Charlotte (WSOC)		10/29/12
47.1	Normal Line / Spot	11/01/12-11/01/12	4	:30	5:30P- 6P (EST)					1				1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		10/29/12
48.1	Normal Line / Spot	10/30/12-10/30/12	4	:30	5:30P- 6P (EST)			1						1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		10/29/12
49.1	Normal Line / Spot	10/31/12-10/31/12	4	:30	5:30P- 6P (EST)				1					1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		10/29/12

## CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

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Suite 400  
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# Contract # 321440

## Schedule Dates

10/29/12-11/06/12

## Advertiser

Pol/P McCrory/R/Gov/NC (16611)

## Agency

Smart Media Group (1343)

## Product

Political - State Candidate (1071)

## Brand

C29N06 GOV (132638)

## Salesperson

Telerep/Philadelphia, Philadelphia (1057)

## Sales Office

Telerep/Philadelphia

## Buyer Name

HANLEN,LINDSAY

## Phone/Fax

/

Date Entered 07/10/12

Last Modified 11/02/12

Entered By Jill Hipskind

CO-OP No

Headline # 06221201

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$7,962.00

Net Total \$45,118.00

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Nov. 2012

Grand Total:

Spots

59

59

Rate

\$53,080.00

\$53,080.00

## Billing Type

Standard

## Comments

MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
50.1	Normal Line / Spot	11/02/12-11/02/12	4	:30	6A- 7A (EST)						1			1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/29/12
51.1	End Dated Line / Spot	10/29/12-10/29/12	6	:30	6A- 7A (EST)		1							1	\$750.00	\$750.00	Charlotte (WSOC)		10/29/12
52.1	Normal Line / Spot	11/01/12-11/01/12	4	:30	6A- 7A (EST)					1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/29/12
53.1	Normal Line / Spot	11/06/12-11/06/12	4	:30	6A- 7A (EST)			1						1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/29/12
54.1	Normal Line / Spot	10/31/12-10/31/12	4	:30	6A- 7A (EST)				1					1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/29/12
55.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10P- 11P (EST)		1							1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		8/7/12
56.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	12P- 1P (EST)		1							1	\$245.00	\$245.00	Charlotte (WSOC)		8/7/12
57.1	Normal Line / Spot	10/31/12-10/31/12	5	:30	12P- 1P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)		10/29/12
58.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6P- 6:30P (EST)		1							1	\$900.00	\$900.00	Charlotte (WSOC)		8/7/12
59.1	Normal Line / Spot	11/01/12-11/01/12	4	:30	6P- 6:30P (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		10/29/12
60.1	Normal Line / Spot	10/31/12-10/31/12	4	:30	6P- 6:30P (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		10/29/12
61.1	Normal Line / Spot	11/05/12-11/05/12	4	:30	8A- 9A (EST)			1						1	\$975.00	\$975.00	Charlotte (WSOC)		10/29/12
62.1	Normal Line / Spot	11/01/12-11/01/12	4	:30	8A- 9A (EST)					1				1	\$975.00	\$975.00	Charlotte (WSOC)		10/29/12
63.1	Normal Line / Spot	10/30/12-11/06/12	4	:30	8A- 9A (EST)			1						2	\$975.00	\$1,950.00	Charlotte (WSOC)		10/29/12

## CONFIRMATION CONTRACT

Date:

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Date:

Comments:

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# Contract # 321440

Schedule Dates	10/29/12-11/06/12	Date Entered	07/10/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	11/02/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	C29N06 GOV (132638)	Headline #	06221201
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/C29N06	Commission	\$7,962.00
Account Types	National/Political	Net Total	\$45,118.00
Billing Type	Standard	Sales Tax	

Comments  
MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Nov. 2012	59	\$53,080.00
Grand Total:	59	\$53,080.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
64.1	Normal Line / Spot	11/03/12-11/03/12	5	:30	11:30P- 12:05A (EST)							1		1	\$850.00	\$850.00	Charlotte (WSOC)		10/29/12
66.1	Normal Line / Spot	11/01/12-11/01/12	5	:30	11P- 11:35P (EST)					1				1	\$925.00	\$925.00	Charlotte (WSOC)		10/29/12
67.1	Normal Line / Spot	10/30/12-10/30/12	5	:30	11P- 11:35P (EST)			1						1	\$925.00	\$925.00	Charlotte (WSOC)		10/29/12
69.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	11P- 11:35P (EST)		1							1	\$925.00	\$925.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/29/12
70.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	7A- 8A (EST)		1							1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/29/12
71.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	5:30A- 6A (EST)		1							1	\$425.00	\$425.00	Charlotte (WSOC)		10/29/12
72.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	5:30P- 6P (EST)		1							1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		10/29/12
73.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	6A- 7A (EST)		1							1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/29/12
74.0	Normal Line / Long	11/03/12-11/03/12	6	:30	12:05A- 1:05A (EST)						1			1	\$200.00	\$200.00	Charlotte (WSOC)		10/29/12
75.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	7P- 7:30P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/29/12
76.0	Normal Line / Spot	10/31/12-10/31/12	4	:30	6A- 6:30A (EST)				X					1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/29/12
77.0	Normal Line / Spot	11/03/12-11/03/12	6	:30	5:30A- 6A (EST)		1					X		1	\$255.00	\$255.00	Charlotte (WSOC)		10/29/12
78.0	M/G For 72.0.1 / Spot	11/02/12-11/02/12	4	:30	5:30P- 6P (EST)						1			1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		10/31/12
79.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11P- 11:35P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		11/21/12

## CONFIRMATION CONTRACT

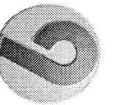
Date:

Accepted Station:

Date:

Comments:

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# Contract # 321440

Schedule Dates	10/29/12-11/06/12	Date Entered	07/10/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	11/02/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	C29N06 GOV (132638)	Headline #	06221201
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Sales Office	Telerep/Philadelphia	Order Type	Normal
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Billing Type	Standard	Sales Tax	
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Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
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Grand Total:	59	\$53,080.00

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80.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	11:30P- 12:05A (EST)							1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		11/2/12
81.0	Normal Line / Spot	11/04/12-11/04/12	5	:30	11P- 11:35P (EST)								2	2	\$1,200.00	\$2,400.00	Charlotte (WSOC)		11/2/12
82.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	4:30A- 4:59A (EST)		1							1	\$130.00	\$130.00	Charlotte (WSOC)		11/2/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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